

Kroonpress Sustainability Report 2023



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Message from the CEO

Kroonpress Prints & Packages

Dear readers,

I am delighted to introduce this year's Sustainability Report, which underscores our unwavering commitment to environmental, social, and economic responsibility.

At Kroonpress, we firmly believe that sustainability is not just a corporate buzzword; it is a fundamental guiding principle deeply rooted in our corporate culture and influencing our daily operations. In 2021, we expanded our sustainability efforts by venturing into the production of paper packages under the name Kroonpak, furthering our commitment to eco-friendly practices.

In a world marked by constant change, the significance of sustainability has never been more evident. Global challenges such as climate change, social disparities, and environmental degradation require immediate attention and action. As the largest

printing house in the Baltics, Kroonpress understands its pivotal role in addressing these challenges and driving positive change.

I invite you to explore this report, where you will discover our accomplishments and our vision for a more sustainable future. Together, we can work towards a better, more sustainable world.



Andres Kull
CEO and Member of the Board



Kroonpress is a well-known specialist in the production of large-volume prints and is the leading publication printer in the Baltics and Scandinavia. Our strength has always been flexibility and customer focus, along with an understanding of market changes and needs. For a long time, we have been a pioneer and forerunner in sustainability matters, but not only that; over the years, we have also developed a keen sense of the evolving landscape of products and services.

In 2021, Kroonpress rebuilt part of its production space for food packaging, investing nearly 10 million euros in acquiring modern technologies to produce high-end packaging products. To maintain a distinct yet aligned identity for the new production plant, we simply named it Kroonpak. With a strong focus on FMCG & HoReCa sector, this division offers safe, environmentally friendly, and innovative paper and carton packaging solutions.

●● kroonpress

◆◆ kroonpak



Most experienced printing house in the region



Strong focus on sustainability



Using renewable green energy



Industry-leading performance

As a branch of Kroonpress, our knowledge and long-time experience enables Kroonpak to offer the same level of quality and reliability in packaging production as Kroonpress has been well known for on the publication market. From labels to folding cartons, from paper bags to cups, we offer production not usually found under the same roof. Three printing technologies – offset, flexo and digital – combined with a number of converting options give a wide variety of packaging types.

We mainly use cardboard, cupstock carton and paper materials including lamination or dispersion barrier coating options. Our finishing options include lamination, cold foil, debossing, embossing, Braille and various varnishes. Large number of forms and shapes are available via folding and moulding operations.

Kroonpak, as part of Kroonpress, holds several quality and sustainability certificates including the food safety certificate FSSC 22000.



Read more about our packaging production:
www.kroonpak.com.

The Packaging Range

Boxes, sleeves, trays

- Carton boxes, cases, pockets, sleeves and food trays
- Special constructions available by mould erecting



Cups and buckets

- Cups in various sizes including double wall options
- Buckets in 4 sizes



Bags and wrapping papers

- Flat and satchel and block bottom bags
- Windows from plastic or paper-based materials, micro perforation options

Labels, stickers and smaller prints

- Self adhesive and wet-labels
- Personalization and variable data prints



Environmental Policy and Certificates

Energy and Resource Consumption

Kroonpress strives to increase stakeholder value by being more resource-efficient, generating as little harmful waste as possible and endorsing a life cycle perspective in printing to increase transparency of the print industry, while providing our clients with sustainable solutions to their printing needs.

Our primary environmental responsibility is to monitor and minimize the impact of our own operations. We do this by following strict EU and national regulations on waste generation.

Our secondary responsibility is voluntary obligation to various stricter limitations and norms. We currently hold the ISO 14001 environmental management certificate, Forest Stewardship Council (FSC) and Program for

the Endorsement of Forest Certification (PEFC) chain of custody certificates, the Nordic Swan Ecolabel and Food Safety System Certification (FSSC 22000).

Our complete environmental policy can be found on the website:

kroonpress.eu/environmental-policy-of-kroonpress-as/



The amount of resources we used in 2022



22740 TONNES OF PAPER



109 TONNES OF ALUMINIUM



6478 M³ OF H₂O



455 TONNES OF INK



8092 MWH OF ELECTRICITY



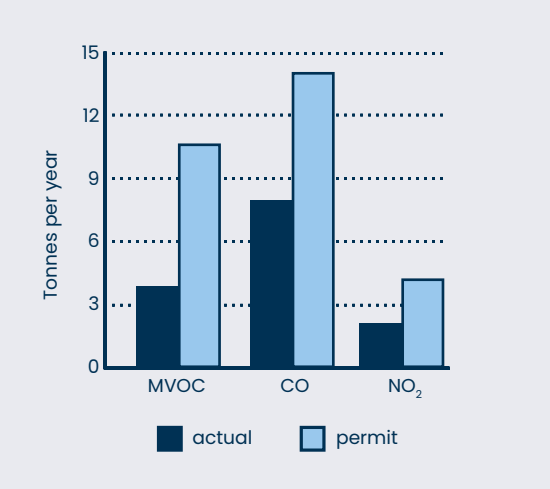
585280 M³ OF NATURAL GAS



Air Emissions and Paper Waste

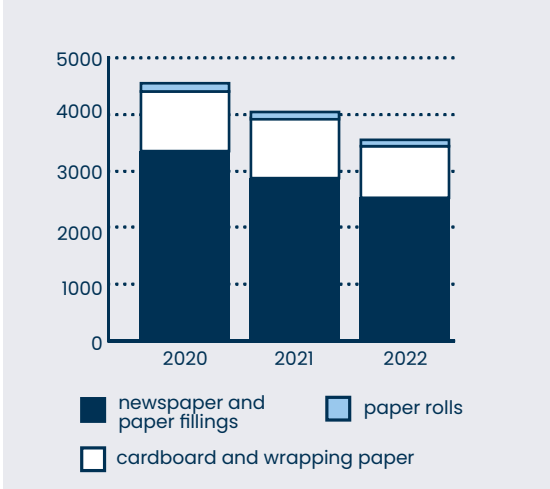
Air emissions

We have successfully kept emissions of NMVOC, CO, and NO₂ under the required levels. Thanks to our new LED-UV sheet-fed press, we have reduced NMVOC emissions by more than 37% since 2020. Even the levels of CO and NO₂ have decreased, demonstrating that not only have we maintained previous year's levels but we have also improved every year.



Paper waste

The decrease in paper waste occurs annually. In 2020, there were around 4.5 tons of paper waste, but by 2022, this had reduced by almost 22% to 3.5 tons. At Kroonpress, we are committed to using resources sustainably and minimizing waste as much as possible.



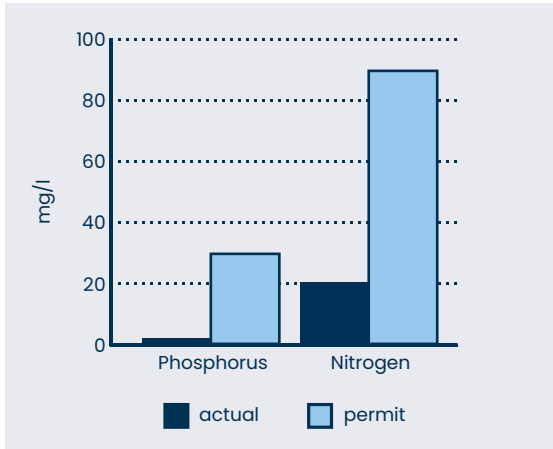
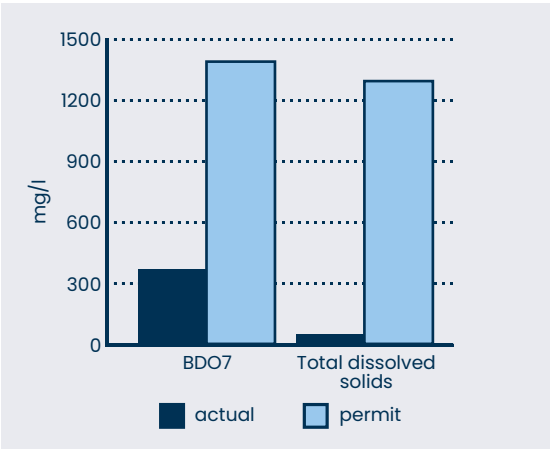
Wastewater

In 2022, we consumed 6,478 m³ of water. Approximately one-third of this water was used in our production processes for moisturizing rollers, which helps the ink transmit to the printing plates and paper. This water evaporated into the atmosphere through the ventilation system and did not contain any harmful substances.

We're proud to share that we never dispose of any of our chemical waste into the sewage system. Instead, it is collected as hazardous waste and treated appropriately. Concerning

our contributions to the local sewage system, it mainly consists of water from our kitchens, bathrooms, and regular cleaning activities. As a result, the water parameters were similar to those of ordinary households.

The levels of biological oxygen demand and total dissolved solids were well below the permit levels, as were nitrogen and phosphorus content. This indicates that we are doing our part to care for the environment and meet all necessary standards.



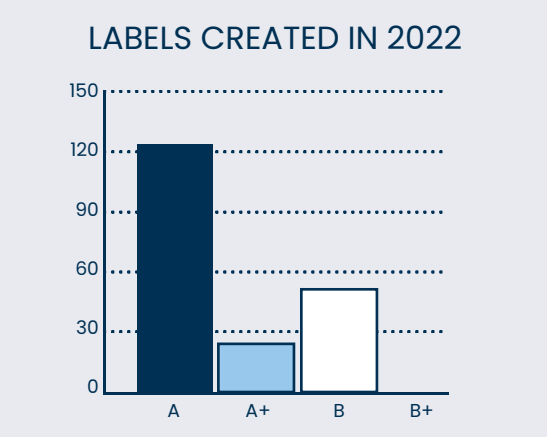


Greenline Print

Environment and sustainability have been a focus of ours for a long time. Already in 2012, we launched Greenline Print, a cradle-to-gate lifecycle carbon footprint platform for our customers to find out the CO₂ emissions of their products. Since Greenline's conception, Kroonpress has issued millions of magazines and other printed products that bear the Greenline Print CO₂ label.



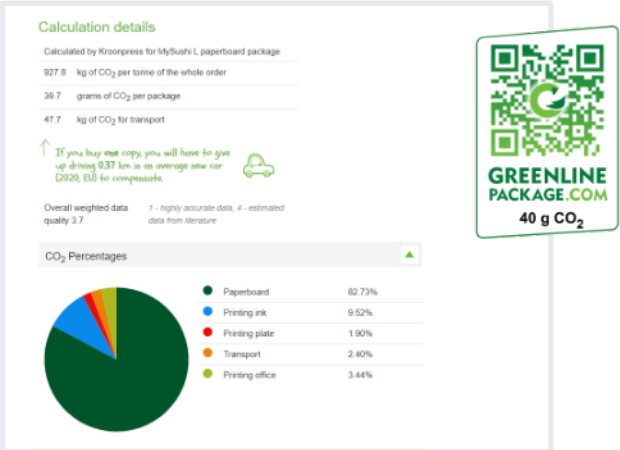
Last year, a total of 186 labels were created. The majority of these (73%) were classified as A-class labels, signifying that the prints contain more carbon in the product than is released during production. The remaining portion (27%) were B-class labels, indicating that emissions are comparable to the carbon content in the product.



Read more about Greenline Print:
www.greenlineprint.com

Greenline Package

In 2021, with the advent of Kroonpak and packaging manufacture, calculation platform Greenline Package was developed, which works in parallel with the Print platform. Greenline Package helps our customers find out the carbon emissions of their packages. Most accurate for fibre-based substrates, greenlinepackage.com shows how emissions are divided between materials used, energy and transportation.



Printed as a QR code on the package, our label gives quick access to all the relevant data simply by scanning it with a smartphone. All the emissions are calculated as cradle-to-gate.

Both, Greenline Print and Greenline Package calculation methods are verified by Bureau Veritas and comply with the ISO 16759:2013 standard.

Read more about Greenline Package:
www.greenlinepackage.com

Sustainable Packaging Solutions

Smart designs, safety, ease of use and sustainability are the guidelines to modern packaging. Together with our customers we strive towards the smaller footprint and recyclability of the products. Let's present just one remarkable example.

Liivimaa Lihaveis, a customer focused on sustainability, has adopted a new carton-based packaging for their beef steaks. Their products were previously packaged in typical plastic boxes, but with this shift they were able to reduce the amount of plastic by up to 78%!

The innovative skin packaging process involves printing cartonboard with a peel-off

plastic layer and varnish coating, making it easy for consumers to separate materials for recycling. The carton packaging not only promotes eco-friendliness but also serves as a branding tool with added features like a QR code for recipes and information about sorting the packaging. It is a comprehensive and efficient solution for today's market demands.

Read more and watch videos about this project on our blog:

kroonpak.com/less-packaging-more-taste



Sustainable Products and Materials

The carton packaging industry has evolved significantly due to a global shift towards sustainability and innovation. Designers and product owners face numerous considerations when seeking optimal solutions.

In the realm of paper and carton, FSC and PEFC certified materials support responsible forest management, promoting sustainability and biodiversity. Using recycled paperboard reduces the demand for new raw materials and minimises waste.

An impactful trend is shifting to sustainable alternatives such as bagasse, various bio-based plastics, materials like sugar cane, hemp or even mushrooms, additionally to the biodegradable coatings. Moreover, there is a growing need to replace harmful chemicals, such as PFAS, with healthier and more environmentally friendly alternatives.

We are happy to help our customers find and create sustainable alternatives that not only

meet environmental standards but also align with their unique requirements and values.



The synergy at its best: sustainable products in sustainable packaging. Kroonpak uncoated craft board boxes with Reedest straws from reed plant stems.

Paper Donations

As a longstanding tradition, we actively participate in the annual paper giveaway for children. This wonderful initiative was started by the Association of Estonian Printing and Packaging Industry and is organized every year on International Print Day. It's a day when printing houses in Estonia open their doors to distribute newsprint rolls, special paper scraps, cardboards, sticker materials, and other safe and unused materials left over from the packaging and printing industry, suitable for children's crafts.



Last year's slogan was '105 km of paper for Estonian children,' and rightly so. We were delighted to provide our paper rolls, paper, and cardboard sheets to representatives from kindergartens, schools, and children's art and hobby groups. In 2023, we donated more than 1000 kg of paper rolls and carton sheets, which

were distributed to around 50 different institutions and activity centres. It's gratifying to know that these materials will find new life for a while and be transformed into beautiful art, bringing joy to both children and adults.



Support for Graphic Designers

Every two years, a major vocational championship EuroSkills will be held and in 2023 Kroonpress supported the participation of the graphic designer. EuroSkills is a competition that showcases various professions and offers individuals the opportunity to test their pro-

fessional skills against the best students from all over Europe. This remarkable event took place again in 2023 in Gdańsk, Poland and united 600 young talents from 32 nations, supported by experts across various domains and anticipated nearly 100,000 visitors.



In the field of graphic design, Estonia's representative was Carol Soovik, who was expertly guided by Janika Nõmmela. At Kroonpress, our colleague Elari Kingo, a highly esteemed pre-press maestro with extensive experience and who is also a lecturer at Tartu Kunstikool has assisted in Carol's preparation.

We are delighted and happy that the preparations paid off: Carol came home with Medallion for Excellence and Best of Nation,

meaning that she got the most points out of all 19 Estonian competitors. We are pleased to have also received a Letter of Gratitude from the Education and Youth Board (a government agency of the Ministry of Education and Research that deals with the implementation of Estonian education and youth policy).

Read more about the competition: www.euroskills2023.org



Green Dot Award

The year 2022 marked another significant milestone in acknowledging our longstanding sustainability efforts: our CEO Andres Kull was nominated as the winner of the Green Dot Award by Koenig & Bauer.

In line with its own commitment to sustainability, Koenig & Bauer launched this inaugural Award in 2022 to honour exceptional contributions to sustainable printing. It was conferred upon Kroonpress as a recognition of the company's visionary leadership in implementing sustainable printing practices, including the innovative Greenline Print and Greenline Package platforms.

As part of the award, 10,000 euros were granted to the winners' sustainability project of choice, and we decided to support the amazing work of World Cleanup Day organized by Let's Do It World NGO.



Donation for World Cleanup Day

As the winner of the Green Dot Award, we donated the prize money of 10,000 euros to the World Cleanup Day. This annual world event is an initiative of Estonian origin that started small in Estonia in 2008 and went truly global with 157 countries in 2018. Since then, the day has brought together millions of people for the biggest waste collection day in human history.

The donation was used to organise the following World Cleanup Day on 16th of September 2023 and we actively participated in the event ourselves. We chose to clean the banks of the Emajõgi river that runs through

our hometown Tartu. Our small but dedicated team included our children, and it was heart-warming to see them expertly spotting hidden trash and bravely carrying their garbage bags the whole way.

Read more about the initiative:
www.worldcleanupday.org.



Sustainable Development Goals



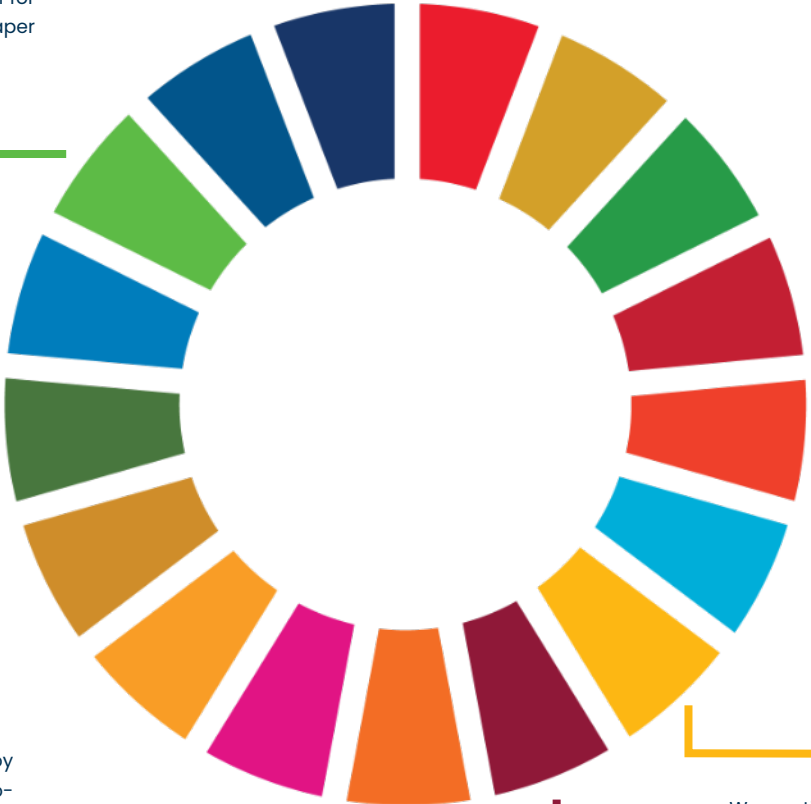
Sustainable use of forests and sustainable management of forest species is crucial for us. Therefore, we purchase certified paper and cardboard.



Purchase of PEFC and FSC certified paper products is our way to contribute to sustainable forest management. We manage all wastes throughout their life cycle, in accordance with agreed international frameworks. We operate sustainably in the best possible way and issue a sustainability report regularly.



For Kroonpress AS, it is essential to employ clean and environmentally safe technologies in our industrial processes. We continuously seek opportunities to enhance resource efficiency in our operations.



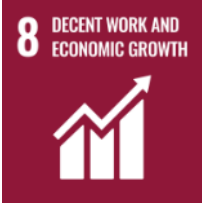
As we wrap up our goals and achievements highlighted in this sustainability report, the journey continues with the forthcoming ESG report. The next report will address the company's environmental impact and in addition, focuses on social impact and governance commitments.

As of today, we have formulated the Sustainable Development Goals (SDGs) that we adhere to and strive towards. Read more at www.kroonpress.eu.

We use 100% renewable energy and strive to serve as a role model for our clients and partners in this regard.



We continuously invest in more efficient technologies to enhance economic productivity and use resources responsibly. We create job opportunities while simultaneously safeguard the rights of both local and foreign workers, ensuring equal provision of safe and secure working conditions for all.



Summary

- In 2021, the production of paper and cardboard packaging started under the name of Kroonpak.
- All air emissions are under required level and paper waste decreases annually.
- Greenline print issued 186 labels in 2022, 73% of these were classified as A-class labels.
- In 2021, with the advent of Kroonpak and packaging manufacture, calculation platform Greenline Package was developed.
- Kroonpak uses sustainable materials and produces sustainable products and packages.
- This year we donated over 1000 kg of paper for kindergartens and other associations.
- Our CEO, Andres Kull, was nominated as the winner of the Green Dot Award by Koenig & Bauer in recognition of exceptional contributions to sustainable printing.





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PHOTOS Remo Savisaar, Kroonpress

DESIGN Maarika Martins

INFO www.kroonpress.eu